Safety Above All
FedEx Global Citizenship Investments in Road Safety

Children in Cape Town, South Africa celebrate International Walk to School Day.
Letter From The Chairman

We deliver to our customers more than 12 million packages and 14.9 million freight pounds each business day. With every delivery we strive to show that “Safety above all” is a core FedEx belief. We integrate safety into everything we do – from workplace education programs to exacting safety standards to millions of dollars invested in safety equipment and technology. We also focus philanthropic contributions to keeping roads safe, and our drivers and safety experts donate their time and talent in their local communities.

One of the most important things we can do as a company is to share our expertise and resources to make roads safer around the world. By 2030, traffic deaths worldwide are expected to reach 2.4 million a year. Every four minutes a child is killed in a road crash, and most of these occur in low- and middle-income countries.

FedEx is committed to helping reverse these trends. This report highlights some of the safety investments we believe will go a long way toward putting safety above all for millions of people around the world.

Sincerely,

Frederick W. Smith
Chairman & CEO
Promoting Child and Pedestrian Safety Around the World

Safe Kids Walk This Way

In 2000, FedEx teamed up with Safe Kids Worldwide, a global network of organizations dedicated to protecting kids from unintentional injuries. With the help of FedEx, Safe Kids created the Walk This Way program, dedicated to child pedestrian safety. Beginning as a pilot in three U.S. cities, Walk This Way has since grown to reach more than 400 cities in the U.S. and nine other countries.

FedEx worked side by side with Safe Kids to grow and scale Walk This Way, which has multiple program components including International Walk to School Day, the Safe School Zone project and pedestrian safety research — all designed to meet four important goals:

- Prevent pedestrian-related injury to children
- Teach safe behavior to motorists, caregivers and child pedestrians
- Create safer, more walkable communities
- Advocate for better pedestrian laws and enforcement

FedEx and Safe Kids in Anchorage, Alaska held a signature event that joined FedEx volunteers, local government staff, local police and Clifford the Big Red Dog to celebrate International Walk to School Day.
Signature Walk This Way Education in China

Each year, approximately 110,000 children are injured from road traffic incidents in China. FedEx helped launch the Walk This Way program in China to help change this reality for children.

Every year, FedEx helps Safe Kids China update the Walk This Way road safety curriculum for school children to ensure that primary school children are receiving up-to-date safety tips, interactive activities and that they continue to have fun while they learn. The curriculum is distributed at more than 1,000 schools and has been very successful in increasing knowledge and improving pedestrian safety behaviors among children.

Safe Kids Festival in India

According to Safe Kids’ recent report Safe Roads, Safe Kids: Global Road Safety for Children, in India, more than 80 percent of parents say they are concerned about their child’s safety when walking to school. To help educate parents and children on pedestrian safety, Safe Kids Foundation India holds festivals where families – side by side with FedEx volunteers – participate in walking rallies, competitions and safety-focused games for children.
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Global Safety Milestones

We are proud of the impacts FedEx and Safe Kids have helped make around the world:

- **China**: Safe Kids and FedEx Walkability Studies helped convince Shanghai government to institute the first school zone safety regulation.

- **Philippines**: The Safe Kids curriculum was adopted by the Department of Education in 15 cities.

- **U.S.**: As of 2014 the child pedestrian death rate is down 59% since the FedEx and Safe Kids Walk This Way program launched in 2000.
International Walk to School Day

FedEx supports International Walk to School Day (IWTSD), with fun and engaging ways to teach students how to be safe pedestrians. Each year, schools around the world hold educational events to celebrate IWTSD, and FedEx helps provide step-by-step guides and downloadable materials for teachers and school administrators. IWTSD events have reached over 10 million children since 2000.

“Working with FedEx is always the best part of the walk! Every FedEx volunteer makes the event special for all the volunteers and all the children. Their commitment to child pedestrian safety is top notch!”

– Safe Kids Palm Beach County, Florida

Students, teachers and FedEx volunteers after an International Walk to School Day event in Astoria, Oregon.

A FedEx volunteer gives students safety tips in Sacramento, California.

Children line up for a turn to see a driver’s perspective in Anchorage, Alaska. Understanding what drivers can and can’t see can help keep kids safe when walking to school.
Research and Road Safety Awareness

As part of our commitment to road safety, FedEx funds research and awareness-building projects to educate parents, children, teachers, drivers, government officials and thought leaders, change behaviors and arm influencers to be advocates for change in their communities.

Awareness

Moment of Silence Campaign

Safe Kids and FedEx created the Moment of Silence campaign as a platform to remind both parents and teens to put their devices down while crossing the street.

Learn more about the campaign in these videos: http://www.safekids.org/video/moment-silence and http://www.safekids.org/video/one-moms-mission-end-distracted-walking

Take Action Against Distraction Teen Video Contest

Every day in the United States, nearly 60 kids under the age of 19 are hit by cars while walking, often because they are distracted by their devices. Safe Kids and FedEx created the “Take Action Against Distraction” video contest so young people could spread awareness about the importance of putting devices down while crossing the street. See the winning video here: www.safekids.org/video/baltimore-students-takeaction-against-distraction

2016 Back to School Campaign: How to Not Get Hit by a Car: 7 Common Ways it Happens & 7 Easy Tips to Keep it From Happening

Utilizing data from the National Highway Traffic Safety Administration and The Federal Highway Administration, Safe Kids and FedEx developed an interactive infographic translated in five languages to educate parents and teens on pedestrian safety, and share data and tips in a new and innovative way.

Research

Alarming Dangers in School Zones

With support from FedEx, Safe Kids observed 39,000 students and 56,000 drivers in school zones, revealing distracted walking by students, distracted driving by those dropping off, unsafe speeds, unmarked cross walks and limited crossing guards. A research report, Alarming Dangers in School Zones, outlines specific actions communities can take to make school zones more safe.

Fundación Gonzalo Rodríguez

Many Latin American countries have vast challenges related to road safety – this region has one of the highest road crash rates in the world. FedEx supports Fundación Gonzalo Rodríguez to address one of the more pressing and preventable challenges facing the region — the transport of children to and from school — through research to inform legislation and improved policies that will save lives.

The How to Not Get Hit by a Car infographic provides parents and caregivers a visual of how children are commonly getting hit by vehicles, and offers tips on prevention.
United Nations Decade of Action for Road Safety

Nearly 1.3 million people die every year on the world’s roads, and without action, this number is expected to rise to nearly 2 million by 2020. Launched in 2011, the UN Decade of Action for Road Safety is a global movement aimed toward stabilizing, then reducing road deaths and injuries by 2020. Ultimately, the Decade of Action hopes to save up to five million lives and prevent up to 50 million serious injuries.

FedEx is a proud member of the United Nations Road Safety Collaboration, a consultative group focused on strengthening international collaboration to implement road safety programs and meet the goals outlined in the Decade of Action. FedEx also supports the Road Safety Fund, which matches resources from companies, governments and philanthropies with innovative programs proven to reduce the risk or severity of road injuries.

Together with the UN and other companies and organizations dedicated to road safety, FedEx is supporting the Decade of Action’s Global Plan, which has five pillars:

- Road Safety Management: Supporting stronger governance and policing
- Safer Roads and Mobility: Improving planning, design, construction and operation of road networks
- Safer Vehicles: Accelerating introduction of proven safety technologies
- Safe Road Users: Changing unsafe behaviors and improving driver training
- Post-Crash Response: Improving emergency response and long-term care for victims

Global Road Safety Week
FedEx helps to celebrate UN Global Road Safety Week by providing grants to countries around the world to raise awareness about road safety. The week is meant to draw international attention to the need for increased road safety, generate action amongst governments, civil society, academia and the private sector to improve road safety, and contribute to the UN Decade of Action goal to save 5 million lives by 2020.
FedEx Time, Talent and Expertise

Clifford Takes a Walk

Safe Kids and FedEx collaborated with Scholastic to write and design a Clifford book about pedestrian safety. More than 60,000 books were distributed to Safe Kids coalitions around the U.S. The coalitions and local FedEx volunteers distributed the books in 700 schools. They read the book to students and promoted the initiative on social media with photos of volunteers reading to kids. Additionally, Safe Kids and FedEx sent books to the state and district offices of all Members of Congress, and to the mayors of the 50 largest US cities urging them to make the book available to constituents and their children.

Clifford Takes a Walk was a custom created book for the Safe Kids Worldwide program.

Clifford goes to the UN: FedEx communications advisor Shane O’Connor promotes Clifford Takes a Walk at a meeting with the UN’s Special Envoy for Road Safety and other road safety advocates.
National Truck Driving Championship
FedEx drivers are among the best in the business, and with 100,000 vehicles on the road every day, we take pride in our commitment to sharing the road safely.

Each year, drivers representing FedEx compete in the National Truck Driving Championship, which challenges the country’s safest professional drivers to put their driving skills and safety knowledge to the test. In the championship, each driver must demonstrate his or her driving skills and knowledge through a series of tests, including a written exam, vehicle pre-trip inspection and driving skills challenge.

EMBARQ
The FedEx EMBARQ Mobility and Accessibility Program (MAP) is dedicated to creating sustainable transportation and mobility solutions for cities around the world. Through EMBARQ, we share our Safety First driver training program and the expertise of our drivers with government and transportation leaders in some of the world’s fastest growing cities.

Safety First projects go above and beyond standard driver training to help implement institutional and business policies meant to improve the safety of a city’s public transport system – potentially impacting millions of lives as well as the city and national economy.

Operation Safe Driver Events
FedEx Ground and FedEx Freight, together with the Commercial Vehicle Safety Alliance (CVSA) host Operation Safe Driver events to teach local high school students and community members safe driving habits including the importance of sharing the road safely with tractor-trailers and how to avoid the dangers of distracted driving.

Participants can climb behind the wheel of a tractor-trailer to view the truck’s blind spots and use distracted and impaired driving simulators.
Empowering Advances in Global Road Safety

iRAP
FedEx supports iRAP, an innovative international nonprofit organization dedicated to creating a world free of high-risk roads. iRAP conducts extensive Road Assessment Programmes (RAPs) to map road safety risk, track performance and score roads using a 1-5 star safety rating system.

The extensive data collected through these assessments helps decision makers in low- and middle-income countries prioritize safety projects and measure their effectiveness.

FedEx and iRAP are extending this important work to schools, with the aim of creating a new star rating system for school zone safety globally.

Walk Friendly Communities
Research shows that the more “walkable” a community, the more positive health, environmental, economic and safety impacts for its members. As part of our commitment to pedestrian safety, FedEx supports Walk Friendly Communities, a national recognition program of the Pedestrian and Bicycle Information Center at the University of North Carolina that encourages cities and towns across the United States to create safe walking environments.

In collaboration with FedEx and the U.S. Department of Transportation Federal Highway Administration, Walk Friendly Communities developed a comprehensive assessment tool to rate cities on their walkability and provide in-depth tips, guidance and best practices on the type of policies that most effectively lead to walkability.

Cities or towns interested in applying can find more information here: http://www.walkfriendly.org/get_started.cfm

Global Road Safety Partnership
FedEx and the Global Road Safety Partnership are launching a strategic intervention to reduce crashes and incidents that involve commercial vehicles in Namibia. The project will convene a Working Group to conduct an in-depth assessment of safety improvement opportunities and conduct driver education programs (including mentor opportunities between FedEx and smaller companies). Results of the project will be analyzed with the intent to scale and replicate successes to other markets where commercial vehicle accidents and incidents threaten driver and pedestrian safety as well as the livelihoods of families and communities.

Global Alliance of NGOs for Road Safety
FedEx helped the Global Alliance launch the Alliance Empowerment Program, a capacity building program that aims to improve the ability of non-governmental organizations (NGOs) working in road safety around the world to significantly reduce the risk of injury and fatality on the world’s roads. The program offers trainings for road-safety focused NGOs, small seed grants to help NGOs implement innovative projects with the potential to be replicated, and a mentorship component that pairs NGOs with experts in a variety of areas including advocacy, communications and program design.
Safety Above All

Tips to Stay Safe on the Road

According to the National Highway Traffic Safety Administration (NHTSA), driver behavior contributes to 94% of all traffic crashes, meaning nearly all crashes are preventable! Keep yourself, your family and your neighbors safe by practicing safe driving behaviors every day.

Wear your seatbelt

- Wearing a seat belt can reduce the risk of a fatal injury by 45%
- In the U.S., 90 people die each day in motor vehicle crashes
  - Use a seat belt in every seat, on every trip, no matter how short
  - Make sure children are always properly buckled in the back seat in a car seat, booster seat or seat belt, whichever is appropriate for their age, height and weight.


Avoid cell phone use while driving

- Five seconds is the average time your eyes are off the road while texting. Traveling at 55mph, that’s enough time to cover the length of a football field blindfolded
- Studies show that using hands-free devices is just as dangerous as normal cell phone use while driving
- Join the fight against distracted driving!
  - Stay off your phone while driving
  - Talk to your teens about what it means to be safe and set ground rules
  - Make a family distraction-free pledge and have every member of your family sign


Follow the speed limit

- Speeding causes nearly 30% of all fatal vehicle crashes
- 15-20 year old males are most likely to be in a fatal crash that involves speeding
- Speed-related crashes cost society $40 billion annually
  - Always obey posted speed limits
  - Plan ahead, check local traffic and give yourself enough time to reach your destination
  - Adjust your driving to meet road conditions; if the road is wet, slow down and keep more distance between you and the vehicle ahead of you


Don’t drive while drowsy, fatigued or impaired

- Every 53 minutes, a person in the U.S. is killed in a drunk driving crash
- Over the last decade, more than 7,000 people have been killed by drowsy driving crashes
  - Don’t drink and drive! Know the law and use a designated driver.
  - Coffee and energy drinks are not always enough; if you feel drowsy behind the wheel, pull over in a safe place to rest.
